



**IT'S A PROVEN WINNER ... IT'S REFRESHING ...
IT'S A PERFECT RECESS!**

WHOLESALE HINTS FOR SUCCESS

*Ensure greater success as you build presence and awareness of Parliament Lights Kings Box.
Utilize these handy Wholesale success measures to build sales momentum.*

**Is Parliament Lights Kings Box part of the distributor's permanent product line?
Are there proper inventory levels?**

- PM share goals have been identified.
 - After the gratis period, inventories should reflect share goals.
 - Calculate distributor inventory in the following manner:
Weekly case sales x share goal = Parliament Lights Kings Box Inventory

Is reordering easy for the retailer?

- Establish line numbers.
- Update order books and order sheets.
- Telecall the brand!
 - Remind accounts to reorder when they phone-in their orders.

Does the distributor encourage trial by its retailer community?

- Place fliers in weekly product orders.
- Place messages on weekly invoices.
- Place POS in the customer pick-up area, e.g.,
posters/signage at "Cash and Carries".

*Following up on these helpful hints should ensure that Parliament Lights Kings Box is
established in the distribution network and should continue to contribute to category
profitability.*

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**DON'T MISS OUT ON PARLIAMENT LIGHTS—
THE "PERFECT RECESS"**

Keep the traffic in your store and the profit in your pocket by maintaining your supply of Parliament Lights Kings Box.

Parliament Lights provides you with:

- Increased sales and profits from a proven premium brand
- Customer satisfaction from valuable consumer promotions
- Increased store traffic from extensive advertising and innovative promotional support

Parliament Lights provides your adult smokers with:

- A superior, refreshing, light taste
- An innovative, recessed filter—unique to Parliament
- A popular and convenient box packing
- Premium quality in a low-tar cigarette

So...be sure to order your Parliament Lights Kings Box today! Don't miss out on Parliament – The "Perfect Recess"!

Parliament Lights
Kings Box

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Distributor Name/Phone: _____

Wholesale Line Number:

Kings Box _____